

Report of	Meeting	Date
Chief Executive (Introduced by the Executive Member Economic Development and Public Service Reform)	Full Council	22 Nov 2016

CHORLEY TOWN CENTRE PUBLIC REALM PROPOSALS AND MASTERPLAN

PURPOSE OF REPORT

1. To present members with the updated Town Centre Masterplan and Public Realm proposals, and associated car parking and markets strategy for approval.

RECOMMENDATION(S)

2. Members are asked to note the contents of the report and approve for consultation:
 - a. The updated Public Realm Proposal and Masterplan for Chorley Town Centre superseding the 2013 Masterplan;
3. Members are asked to note the contents of the report and approve:
 - a. The Chorley Markets Strategy; and
 - b. The Car Parking Strategy 2017-18

EXECUTIVE SUMMARY OF REPORT

4. The Town Centre Masterplan of 2013 is in the process of being delivered and an updated plan is required to set out the new vision. The Public Realm Proposal and Masterplan document, developed with Planit, sets out to show a vision of how all the new developments can be linked together and make improvements to the whole town centre.
5. As part of the Market Walk Extension report taken to Full Council on 20th September members have already agreed to:
 - a. Approve the progression of the phase one and some phase two actions in the updated town centre masterplan and public realm proposals for delivery alongside the Market Walk extension.
 - b. Approve the 'Chorley Markets Strategy' for consultation on the temporary relocation of the Flat Iron market.
 - c. Approve, for consultation, the town centre Car Parking Strategy 2017 – 2018 and the changes set out within it, to mitigate the impact to businesses, traders and visitors of all the developments which are planned to start during this period.
6. This report seeks to follow on from the consultation events which have taken place during October and November encompassing the Markets Strategy and Car Park Strategy along with the public realm proposals for phase one and parts of phase two (primarily related to providing replacement car parking provision).

7. The Chorley Markets Strategy includes:
 - a. The temporary relocation of the Flat Iron market into the pedestrianised area.
 - b. Future consultation on a permanent location for the Flat Iron once the Market Walk and Civic Square developments are complete.
 - c. Consultation on the redevelopment of Market Place and an assessment of potential indoor locations for the Covered Market as suggested within the Public Realm report.

8. The Car Parking Strategy 2017-18 is a short term strategy specifically developed to mitigate some of the impact and disruption that the town centre developments will inevitably have on the town centre over the next few years. It includes:
 - a. Making limited free parking available;
 - b. Increasing the churn on the Flat Iron car park to ensure the likelihood of an available space is maximized; and
 - c. Introducing a pay-by-phone (app/web) option onto all car parks. This will also facilitate an increased number of virtual permit options available for long stay car parks; ie. weekly and monthly in addition to existing six month and annual permits.

Confidential report Please bold as appropriate	Yes	No
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CORPORATE PRIORITIES

9. This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all		A strong local economy	✓
Clean, safe and healthy communities		An ambitious council that does more to meet the needs of residents and the local area	✓

BACKGROUND

10. Ensuring Chorley has a vibrant and thriving town centre is set out as a priority area in both the Council's Corporate Strategy and Economic Development strategy.

11. An initial key action to help us achieve our vision for the town centre has been the development of the town centre masterplan which was originally presented to Executive Cabinet in October 2013. The masterplan set out a number of opportunities for the future development of the town centre to ensure its viability in the future.

12. In September 2015 Full Council unanimously agreed to proceed with the development of a new retail and leisure extension to Market Walk, delivery of associated highways improvements and public realm works, at a cost of up to £12.9m excluding VAT.

13. At that meeting it was highlighted that any new development should be looked at in context of the whole town centre, especially in relation to car parking provision. Planit were already engaged with designing public realm improvements for Market Street (north) to continue

where it left off following the ASDA development to Market Street (south). Their scope of work was changed to encompass all the town centre development sites and determine how public realm improvements linking these schemes together could then be phased over a number of years.

14. The results of their surveys and research resulted in a full review of the 2013 Town Centre Masterplan as set out in Chorley Town Centre Public Realm Proposals and Masterplan (Appendix A) along with detailed proposals and options for the future.

PUBLIC REALM PROPOSALS AND MASTERPLAN REPORT

15. The document sets out:
 - a. A review on the 2013 Masterplan (pages 4-7)
 - b. A vision for Chorley Town Centre (pages 8-15)
 - c. A strategy based on achieving design objectives (pages 16-45)
 - d. A Masterplan(pages 46-47)
 - e. Detailed designs (pages 48-77)
 - f. Phasing (pages 78-79)
 - g. Budget Estimates (pages 80-81)
16. The report reviews how a number of the Key Actions identified in the 2013 Masterplan have been successfully progressed for development including:
 - a) Public realm is enhanced along Market Street from Pall Mall to St Georges Street.
 - b) The Bolton St/Pall Mall junction is improved alongside the ASDA development.
 - c) The Flat Iron car park site being developed to extend the Market Walk shopping centre.
 - d) The Fleet Street long stay car park is used for residential development.
 - e) The Gala Bingo/Oak House site being developed into a Civic Square.
17. The report includes options for future potential developments as well as sites already secured for development. These are purely speculative and to provide a vision for how the town centre could look in 10 years' time for the next generation.

These include:

 - a. A new Market Square on the site of the existing Covered Market (Market Place)
 - b. A new indoor market on the site of B&M in Market Walk
 - c. A new St Georges Square incorporating the grounds of St Georges Church

Any changes would be subject to consultation, approvals and resource being available.

18. The initial phases are programmed alongside the delivery of Market Walk Extension, Youth Zone and Fleet Street retirement schemes over 2017/18. The remaining elements of phase two will follow this completion before moving on to phases three and four, unless other opportunities or issues present themselves and the order of delivery can be re-programmed. It is a ten year plan but front loaded with many major schemes being delivered in the first 2 to 3 years and subsequent phases primarily replacing existing public realm.
19. The sections (Appendix B) in phase one (1a,1b,5) and phase two (10,11,12) and item 20 from phase 4 have already been approved and financed as set out in the previous Market Walk Extension report and total an estimated cost of £6.7m.
 - The remaining sections of phase two (6,7,8,9,13) will cost an estimated £4.23m
 - The elements of phase three (14,15,16,16a,17,17a) will cost an estimated £3.52m
 - The remaining sections of phase four (18,19,21) will cost an estimated £1.7m

Total outstanding estimated cost (excluding any site acquisitions, demolition and civils works) is ~£9.45m.

20. The Civic Square and surrounding area was presented to the public during the consultation on relocating the Flat Iron market and was positively received by the public and business alike. As was the proposal to develop Hollinshead Street car park to the rear of the Civic Office and the enhanced pedestrian links along Stanley Place.

CHORLEY MARKETS STRATEGY

21. The previous Markets Strategy 2017-26, presented to Full Council on 20th September, including a proposal to relocate the Flat Iron market to Market Street, Fazakerley Street and the lower end of Chapel Street, was consulted upon from 4th October until 6th November 2016.
22. The results of this consultation can be found in Appendix A of the Chorley Markets Strategy in detail but in summary:
 - a. 222 people responded
 - b. 91% of respondents were shoppers.
 - c. 77% of respondents agree that the Flat Iron should be temporarily relocated.
 - d. 70% of respondents believe it is important for the market to be close to the other market and shops.
 - e. Only 26% of respondents feel the market should return to Flat Iron.
 - f. There are a significant number of responses indicating that the Covered Market should be improved in regards to increased food & drink offer with seating and better quality stalls.
 - g. There are a significant number of responses indicating that the Speciality Markets can be improved
23. Early indications from existing Flat Iron traders, Covered Market traders and town centre businesses was a preference to have more stalls located within the pedestrianised area rather than Market Street. A trial was arranged for 16th October 2016 to build stalls within the pedestrianised area to see how many stalls would fit in and photographs were taken to enable further feedback to be received on the alternative proposal within the consultation period.
24. On the back of these results, and feedback obtained from businesses and market traders, the recommendation is to locate stalls within the full pedestrianised streets of Chapel Street, Fazakerley Street, New Market Street and Cleveland Street whilst leaving Market Street open to traffic.
25. Another option being explored is whether the east side of High Street could be closed off each Tuesday to facilitate further stalls. It currently contains the head of the taxi rank and a loading bay within which would both require suspending each week. In addition to this the Market Walk tenants fed from Service Yard 1 would need to make alternative arrangements for their deliveries each Tuesday.
26. It is recommended that High Street be used for Casual traders in order to leave it open for access until later in the morning and enable again earlier in the afternoon (when compared to the pedestrianised area containing permanent traders).
27. A marketing campaign including signage from the Flat Iron and a new market leaflet will be created to ensure traders thrive in their new positions and customers become familiar with the new layout.

28. The original aim was to return the market back to its original location on the Flat Iron following the construction and opening of the new development. While this is still a possibility it will need to be reviewed against the success of the temporary location and alternative sites which may become available such as the new Civic Square.
29. It is therefore proposed to closely monitor the success of the market and impact on the town centre during the relocation period and to present the findings back to Executive Cabinet, together with options for positioning the market in the future once the initial developments are complete.
30. A revised Markets Strategy can be found in Appendix C which includes the revised street market layout proposal.

CAR PARKING STRATEGY 2017-18

31. The car park strategy was presented to the Chorley Town Team on 17th October 2016 and the group endorsed the principles contained within it.
 - a. To provide an increased availability of managed FREE customer parking to help maintain existing town centre businesses during the forthcoming year(s) of major disruption as sites are redeveloped.
 - b. To increase the churn on the Flat Iron car park to maximise capacity on our primary car park and to re-designate it as the Market Walk car park to distinguish it from other short stay car parks.
 - c. To create a tariff structure that will encourage visitors to make better use of new and currently under-utilised car parks by making them financially more attractive.
32. Concerns were raised over the availability of contractor parking throughout the redevelopment period and measures will be taken to address this within the main contractor's agreement.
33. Concerns were raised about the lack of awareness of availability on car parks other than the Flat Iron and assurances were given that a marketing campaign would accompany the lower tariffs to educate people as to the location of alternative car parks.
34. When discussing the Christmas attraction occupying approximately 40 spaces on the Flat Iron car park in December a commitment was made to make Hollinshead Street staff car park available to the public at the same time. This car park will have the new tariffs with 1 hour free available from December.
35. The remaining car parks will have their tariffs changed as part of the budget setting report and commence in April 2017.
36. The public were asked about their opinions on car parking tariffs on the council Facebook site and 182 people commented:
 - a. People were supportive of increased availability of free parking. Many thought it should be free all day but hadn't considered the impact of low churn of spaces reducing availability as workers and commuters would occupy the spaces all day.
 - b. People suggested that if Chorley had shops worth coming to that our charges are very reasonable. This supports our intentions to review the charges in 2 years' time once the development with new major retail and leisure operators is complete.
 - c. There are requests for increased electric charging provision which we have accounted for on the new Flat Iron configuration but there may be opportunity to expand this onto other car parks such as Portland Street.

- d. There are several people who suggest that they only visit the town centre for convenience items or visiting the bank/post office and an hour free parking would increase their likelihood of staying a bit longer to visit other stores rather than rushing for a 30min space which is available now.
- e. People who work in the town centre have said that they would like more flexible permit options so that they don't have to pay up front for 6 months at a time.
- f. Several people complained about not having the correct change available for the pay & display machines [it is hoped that this can be addressed with new technology allowing paying by phone (web/app)].

37. A revised Car Parking Strategy 2017-18 can be found in Appendix D.

IMPLICATIONS OF REPORT

38. This report has implications in the following areas and the relevant Directors' comments are included:

Finance	✓	Customer Services	
Human Resources		Equality and Diversity	
Legal	✓	Integrated Impact Assessment required?	
No significant implications in this area		Policy and Communications	

COMMENTS OF THE STATUTORY FINANCE OFFICER

39. The budget for public realm works of £6.7m has been approved by Full Council in September 2016. The September report also identified further works of £9.45m to be undertaken. The reduction in parking income and costs associated with implementing the parking strategy will be brought into the 2017/18 budget setting.

COMMENTS OF THE MONITORING OFFICER

40. No Comments

GARY HALL
CHIEF EXECUTIVE

Background Papers			
Document	Date	File	Place of Inspection
Market Walk Report to Full Council	20/09/2016	***	https://democracy.chorley.gov.uk/documents/g4914/Printed%20minutes%2020th-Sep-2016%2018.30%20Council.pdf?T=1
Changes to Hollinshead Street Staff Car Park EMD	2/11/2016	***	http://mod/documents/s69587/EMD%20Report%20-%20Hollinshead%20Street%20Car%20Park.pdf
Report Author	Ext	Date	Doc ID
Conrad Heald	260393	07/011/16	